

WHAT IS CLAIMED IS:

1. A method for network communications comprising:
 assigning a temporary fictitious identity from an identity intermediary to at least one of a service provider and a user interface;
 performing a transaction between the user interface and the service provider using the temporary fictitious identity.
2. The method of claim 1 wherein assigning a temporary fictitious identity further comprises:
 generating the temporary fictitious identity randomly each time that the user interface and the service provider desire to enter a transaction with each other.
3. The method of claim 1 and further comprising:
 associating the temporary identity only with the service provider;
 providing the service provider as a primary service provider and linking the primary service provider to a secondary service provider, which assists the primary service provider in providing at least one of information, goods, and services to the user interface; and
 performing the transaction with the temporary fictitious identity to conceal the existence of, and real identity of, the secondary service provider from the user interface.
4. The method of claim 1 and further comprising:
 associating the temporary identity only with the user interface;
 providing the service provider as a primary service provider and linking the primary service provider to a secondary service provider, which assists the primary service provider in providing at least one of information, goods, and services to the user interface; and

performing the transaction with the temporary fictitious identity to conceal the real identity and private information of the user interface from the secondary service provider.

5. The method of claim 1 and further comprising:
concealing a real identity of a consumer using the user interface with the temporary fictitious identity by at least one of following techniques:
masking a browser of the user interface with the temporary fictitious identity;

passing all communications of the user interface through a server of the identity intermediary to assign the temporary identity and obscure the real identity of the user interface from the service provider; and

assigning the user interface a substitute browser with a pseudonymous name recognizably issued by the identity intermediary.

6. The method of claim 1 and further comprising:
establishing a link to a financial services network to facilitate the identity intermediary performing the transaction as a financial transaction between the user interface and the service provider without revealing real financial information about a consumer using the user interface to the service provider and about the service provider to the user interface.

7. A method of network communications comprising:
contacting an identity intermediary with a user interface to obtain a first temporary network identity for the user interface; and
contacting a service provider with the first temporary network identity of the user interface to receive services pseudonymously from the service provider.

8. The method of claim 7 wherein contacting an identity intermediary further comprises:

assigning the temporary network identity to include at least one of a personal component, a financial component, and a location component; and

associating the personal component with a real name of a consumer,
associating the financial component with at least one of a real credit card number
and a bank number, and associating the location component with at least one of a
physical street address and an IP address; and

preventing unauthorized access to a database that maintains the personal,
financial, and location components.

9. The method of claim 7 and further comprising:

contacting the identity intermediary a second time to obtain a second
temporary network identity for the user interface; and

contacting the service provider a second time with the second temporary
network identity of the user interface to receive services pseudonymously from
the service provider.

10. A method of network communications comprising:

contacting a service provider with a user interface;

prior to conveying personal information to the service provider,

contacting an identity intermediary with the user interface to obtain a temporary
network identity for the user interface; and

performing a transaction between the user interface and the service
provider using the temporary network identity of the user interface to conceal a
real identity of a consumer using the user interface.

11. The method of claim 10 and further comprising:

carrying out the transaction by having the identity intermediary use the
real identity of the consumer associated with the user interface to arrange
delivery of at least one of information and goods/services to the real consumer
from the service provider while maintaining the user interface as fictitious
identity relative to the service provider.

12. A method of providing pseudonymous network identities comprising:
randomly generating a first temporary fictitious identity for a first user interface; and
maintaining a database of a plurality of temporary fictitious identities, including the first temporary fictitious identity, with each temporary fictitious identity being associated with a uniquely identified user interface.
13. The method of claim 12 and further comprising:
after a predetermined number of network communications involving the first temporary fictitious identity, replacing the first temporary fictitious identity with a randomly generated second temporary fictitious identity for association with the first user interface.
14. The method of claim 13 wherein replacing the first temporary fictitious identity occurs after a single communication of the user interface with the service provider using the first fictitious temporary identity.
15. A network identity intermediary comprising:
a network site for communicating with at least one of a user interface and a service provider; and
a database configured for maintaining at least one temporary pseudonymous identity in association with a real identity of the at least one user interface and service provider;
wherein the network site is configured for assigning the temporary pseudonymous identity to the at least one user interface and service provider upon a request by the user interface or the service provider.
16. A temporary network identity comprising:
a unique pseudonymous identifier temporarily associated with at least one of a user interface and a service provider; and
an identifier source name associated with the pseudonymous identifier for identifying the source that generated the unique pseudonymous identifier.

17. The temporary network identity of claim 16 wherein the unique pseudonymous identifier has a predetermined lifespan determined by at least one of a time period, a number of network communications between the user interface and the service provider, and a single interaction between the user interface and the service provider.
18. A network identity intermediary database comprising:
an array of unique pseudonymous identifiers;
an array of real identities of consumers and service providers including at least one of financial information, personal information, and location information, with each one of the real identities being exclusively associated with only one of the unique pseudonymous identifiers.
19. The network database of claim 18 and further comprising:
an encryption mechanism for concealing an association scheme between the unique pseudonymous identifiers and the real identities.
20. A method of network communications comprising:
contacting an identity intermediary with a user interface to obtain a first temporary network identity for the user interface;
contacting a service provider with the first temporary network identity of the user interface to receive services pseudonymously from the service provider;
and
charging at least one of the user interface and the service provider a fee for the temporary network identity.
21. A method of pseudonymous network communication comprising:
creating a temporary fictitious identity for at least one of a service provider and a user interface for pseudonymously performing a transaction between the user interface and the service provider using the temporary fictitious identity; and

obtaining a fee from at least one of the user interface, the service provider and an advertising sponsor for the temporary fictitious identity.

22. A network identity intermediary database comprising:

an array of unique pseudonymous identifiers being configured so that each identifier will be associated exclusively with a real identity of at least one of a first consumer of a plurality of consumers and a first service provider of a plurality of service providers; and

a subscriber mechanism for assigning the identifiers to the plurality of consumers and the service providers based on a fee-for-service contractual relationship based on at least one of a first arrangement between the consumer and the service provider, a second arrangement between the consumer and an identity intermediary for creating the identifiers, and a third arrangement between the service provider and the identity intermediary.

23. A pseudonymous network identity system comprising:

a network identity intermediary configured for communicating with at least one of a user interface and a service provider and configured for assigning a temporary pseudonymous identity to the at least one user interface and service provider;

a database configured for maintaining at least one temporary pseudonymous identity in association with a real identity of the at least one user interface and service provider; and

a fee mechanism configured for obtaining payment from the at least one user interface and service provider in association with maintaining the database and assigning the identities.

24. A computer-readable medium having computer-executable instructions for performing a method of facilitating network communications, the method comprising:

assigning a temporary fictitious identity from an identity intermediary to at least one of a service provider and a user interface; and

performing a transaction between the user interface and the service provider using the temporary fictitious identity.

25. The computer readable medium of claim 24 wherein the method of facilitating network communications further comprises:

associating the temporary identity only with the service provider;

providing the service provider as a primary service provider and linking the primary service provider to a secondary service provider, which assists the primary service provider in providing at least one of information, goods, and services to the user interface; and

performing the transaction with the temporary fictitious identity to conceal the existence of, and real identity of, the secondary service provider from the user interface.

26. The computer readable medium of claim 24 wherein the method of facilitating network communications further comprises:

associating the temporary identity only with the user interface;

providing the service provider as a primary service provider and linking the primary service provider to a secondary service provider, which assists the primary service provider in providing at least one of information, goods, and services to the user interface; and

performing the transaction with the temporary fictitious identity to conceal the real identity and private information of the user interface from the secondary service provider.

27. A computer-readable medium having computer-executable instructions for performing a method of network communications, the method comprising:

contacting an identity intermediary with a user interface to obtain a first temporary network identity for the user interface; and

contacting a service provider with the first temporary network identity of the user interface to receive services pseudonymously from the service provider.

28. A computer-readable medium having computer-executable instructions for performing a method of network communications, the method comprising:

- contacting a service provider with a user interface;
- prior to conveying personal information to the service provider,
- contacting an identity intermediary with the user interface to obtain a temporary network identity for the user interface; and
- performing a transaction between the user interface and the service provider using the temporary network identity of the user interface to conceal a real identity of a consumer using the user interface.

29. A computer-readable medium having computer-executable instructions for performing a method of providing pseudonymous network identities, the method comprising:

- randomly generating a first temporary fictitious identity for a first user interface; and
- maintaining a database of a plurality of temporary fictitious identities, including the first temporary fictitious identity, with each temporary fictitious identity being associated with a uniquely identified user interface.

30. A computer-readable medium having computer-executable instructions for performing a method of operating a network identity intermediary, the method comprising:

- providing a network site for communicating with at least one of a user interface and a service provider; and
- maintaining a database in cooperation with the network site for associating at least one temporary pseudonymous identity with a real identity of the at least one user interface and service provider;
- assigning the temporary pseudonymous identity to the at least one user interface and service provider upon a request at the network site by the user interface or the service provider.

31. A computer-readable medium having computer-executable instructions for performing a method of providing temporary network identities, the method comprising:

associating a unique pseudonymous identifier temporarily with at least one of a user interface and a service provider; and

associating an identifier source name with the pseudonymous identifier for identifying the source that generated the unique pseudonymous identifier.

32. A computer-readable medium having computer-executable instructions for performing a method of providing a network identity intermediary database, the method comprising:

maintaining an array of unique pseudonymous identifiers;

maintaining an array of real identities of consumers and service providers

including at least one of financial information, personal information, and location information, with each one of the real identities being exclusively associated with only one of the unique pseudonymous identifiers.